

We Maintain The Promptest Mail
And Phone Order Bureaus In The
Southwest. Favor Us With an Order

"THE POPULAR"

Complete Lines Of Clothing And
Furnishings For High School Boys
Who Are Leaving to Work for U. S.

16TH YEAR.

EL PASO, TEXAS, SATURDAY, MAY 25, 1918.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

Children's Week Begins Monday

A Joyous Occasion Where Young Folks Profit in Pleasure and Parents Save Money

Specials In Ribbons

LOT NO. 1—This lot consists of staple satin and taffeta ribbons in widths from five to six inches; all the wanted light or dark colors. A matchless value, at a yard, **25c**
LOT NO. 2—This lot is composed of novelty ribbons—beautiful warp prints, in a host of color combinations that include every wanted color. Kinds that are specially suited for sashes and hair bows. An unequalled value, at a yard, **39c**
LOT NO. 3—Satin taffeta ribbon that is highly finished. Shown in sky, pink, electric blue, mauve, navy, navy, white or black. A quality that will tie to perfection. A value that cannot be duplicated, at a yard, **39c**

IT IS neither EXTRAVAGANT nor EXPENSIVE for the mother who is smartly gowned to have her children as smartly dressed during the vacation season.

The question of dress has so much to do with the kiddies' standing with playmates and with their ambitions, that good clothes are not an extravagance, but a well repaid investment. The well-dressed boy or girl is usually the one with a larger measure of self-respect—and eventually the one to make a success in later life.

And the question of cost is so splendidly solved by buying children's

outfits at "The Popular," that good clothes bought here can hardly be regarded as expensive.

In style, smartness, taste and originality, "The Popular" Shops for Children are equal to "exclusive" specialty shops—and in PRICE they cannot be surpassed by any store in the Southwest.

With prices as low as those we quote, mothers can provide their children with a wardrobe that will be a credit to them at modest cost.

Equip your children for Summer at "The Popular" and make your money go the farthest!

Specials In Ribbons

LOT NO. 4—Entirely new designs in beautiful brocade ribbons, in white, sky, pink, mauve and mauve. Hair bow and sash widths in match patterns that are wonderfully attractive. Hair bow widths, a yard, at 39c; sash widths, at a yard, **59c**
LOT NO. 5—Fancy ribbons to sell at a quarter a yard are almost unobtainable. This lot is of pure silk, in widths suitable for hair bows and sashes. Shown in light or dark colorings. A most-to-be-expected value at the extremely moderate price of a yard, **25c**

Infants', Girls' and Misses' Apparel At Far Less Than Today's Wholesale Cost

THE Semi-Annual Children's Week offers the best in Girls' and Infant's Apparel at the lowest prices yet offered on high class merchandise. The radical price reductions will prove a boon to those who have not yet supplied their Children's needs for the Summer. Read every item quoted below and come here early Monday.

—(Fourth Floor)

GIRLS' AND MISSES' SILK DRESSES—A wonderful array of becoming styles, fashioned of silk tulle, foulards or gingham silks, entirely or combined with organdy or crepe de chine, sizes 6 to 16 years. Many stunning models for small women are included in this sale. Priced as follows:

Value to \$25.00, at \$17.50
Value to \$25.00, at \$15.00
Value to \$17.50, at \$12.50
Value to \$12.50, at \$7.95

PARTY AND AFTERNOON FROCKS—These will move out at actually less than the prices at which we secured them. They are styles which have met with great favor. Materials include Georgette, crepe de chine, chiffon, pastel shade tulle and tulle. Sizes 6 to 16 years. Colors are mauve, pink, light blue, green and white.

Value to \$25.00, at \$17.50
Value to \$15.00, at \$12.50
Value to \$12.50, at \$7.95
And a few odd ones in small sizes that are remarkable values, at \$4.95

SALE OF MISSES' AND GIRLS' COATS—The showing includes coats of popular wools, such as serge, Peris twills, tweeds and novelty coatings. The array of colorings is complete; sizes 6 to 16 years. Many a small woman can be fitted out from these lots:

Value to \$27.50, at \$16.95
Value to \$19.50, at \$12.95
Value to \$12.95, at \$8.95
Value to \$8.50, at \$4.95

MISSES' AND GIRLS' SUITS—A splendid group of stylish suits, in the best of colors. Sizes 12, 14 and 16 years. Sold regularly at \$22.50 and \$25.00. Children's Week Special, your choice, at **\$15**

GIRLS' OXFORD WASH DRESSES AT LESS THAN COST—About 125 dresses in all. Just one or two of each of the season's best selling numbers. These we have grouped and offer for quick clearance, at the following special prices: Sizes 6 to 16 years. Value to \$12.50, at \$8.95; value to \$8.50, at **\$3.95**

GIRLS' WHITE DRESSES SLIGHTLY MUSED, AT HALF PRICE—About 50 dresses in all that are slightly wrinkled or soiled from display. Sizes 6 to 16 years. They sold regularly at \$3.50 to \$12.50. Children's Week Special, **1-2 price**

SLEEPOVER SUMMER WEIGHT SWEATERS—Shown in rose, Copenhagen, mauve, seafoam and coral. Sizes 3 to 16 years. Models with or without sleeves. Price range, \$6.50, \$5.00 & **\$3.50**

GIRLS' CREPE KIMONOS—Every girl should have one of these. They come in sizes 6 to 16 years. Priced at each, \$1.75, and **\$1.25**

"THE ALL SPORT" KHAKI BLOOMER DRESS—There is nothing to take its place for out of doors wear. Sizes 6 to 16 years. Splendid value, at each, **\$3.00**

Extra Special For One Day Only

\$1.75 REGULATION HIGH SCHOOL MIDDY, \$1.45

The best garment of its kind made. Every high school girl and her mother will appreciate buying this midy at a reduced price. Children's Week Special, these regular \$1.75 garments, go at each, **\$1.45**

GINGHAM DRESSES FOR GIRLS—These are truly "Never again prices," on these splendid washable dresses. Our knowledge of future prices, makes it possible for us to advise our customers to purchase all the gingham dresses their daughters will need for some time to come, at the present prices of \$1.25 and **\$1.50** (Other splendid dresses, at \$2.00 to \$4.50)

GIRLS' GARDEN SMOCKS—They are the unusual kind, with pretty touches of smocking and other stitchery. Sizes 12, 14, 16 and 18. Prices range from **\$2.50** to **\$4.50**

WHITE TWILL MIDDY SKIRTS—They are splendidly made and would be unusual values at \$1.00. Sizes 6 to 14 years. Children's Week Special, each, at **79c**

GIRLS' WHITE DRESSES—A special lot of real neat dresses; embroidery or lace trimmed; sizes 6 to 14 years. During Children's Week, we offer them as follows:

\$1.50 values, at 95c
\$2.50 values, at \$1.45

STRAW HEADWEAR GREATLY REDUCED—This includes fancy and tailored styles. Mothers cannot resist these low prices:

Value to \$2.00, at \$1.95
Value to \$2.00, at \$2.95
Value to \$2.50, at \$3.95
Value to \$10.00, at \$4.95
Value to \$10.00, at \$6.95

TODDLER KID ROMPERS—Sizes 2 to 6 years. A garment which has proven to be a great success with parents and children as well. Regular \$1.25 values, at **79c**

GINGHAM DRESSES—For large girls, misses and small women. The wonderfully big demand for better quality gingham dresses for semi-dress, has led us to carry an exceptionally big and well selected stock. Small women have found it to their advantage in regard to price and also fit, to buy their apparel in our Girls' and Misses' Shop. Let us show these large size gingham dresses, priced at each, \$8.50, **\$4.50**, \$6.50, \$5.00 and **\$4.50**

GIRLS' UNDERMUSLINS—Again we say "Buy Now," for your needs for some time to come. Present prices cannot last long. These are really splendidly made garments, made in sanitary daylight factories. Everything a girl wants is included: Billy Dickses, Gowns, Toldies, Slips, Skirts, Drawers and Underwaists. Prices range, 35c, 50c, **65c up**

APPAREL FOR THE BABY—If the baby is going away or staying at home for the summer, we are offering some special items for the little ruler that should be of unusual interest to mothers. We offer baby shirts, that are rejects, but you can hardly find the reason. Shown in all sizes. Wool shirts, at 25c; cotton shirts, at **15c**

BABY DRESSES—Sizes 2 to 6 years. They are ruffled but otherwise they are perfect. Well made and neatly trimmed:

Value to \$2.00, at \$1.25
Value to \$2.50, at \$1.95
Value to \$3.00, at \$2.95

BABY CREEPERS—Sizes 6 months, one and two years. Shown in checked or striped gingham, and solid chambray. Priced at each, 75c, and **\$1.00**

INFANTS' HANDMADE APPAREL—Also a few machine made garments. The reason for offering these garments at half price is due to the fact that they are slightly soiled. The showing includes long or short dresses, slips, skirts, caps, towels, laundry bags, pillow cases and carriage covers. Choose from the lot, at **1-2 price**

MADAM LEMAX RUBBER DIAPERS—There are none better. We have them in small, medium or large sizes. Regular 75c quality, at **50c**

CARTER'S INFANT BANDS—A garment that is excellent in every way. Made of medium weight wool or cotton; all sizes, at **35c**

INFANTS' CREPE KIMONOS—Sizes 6 months, 1 and 2 years. These we offer special during Children's Week, at each, **25c**

GHEETS—With pillow cases to match. Trimmed with scallops or fluting. The sheets are priced at \$1.00 each, and the pillow cases are **75c**

DR. HOLT'S BOOK ON THE "CARE OF THE BABY"—This book should be in the possession of every mother. Get one here during Children's Week, at each, **75c**

PIQUE COATS—A very attractive showing of these cool wraps for hot days. Shown in sizes 6 months to 3 years. Prices start at \$2.00 and range downward, to each, at **\$1.25**

DIAPER BAGS—Cretonne covered, with extra heavy rubber lining. This bag has compartments. Prices range \$1.25 and **\$1.50 up**

CELLULOSE DOLLS AND ANIMALS—They afford the baby great pleasure and can be easily washed. Priced as low as **25c**



Juvenile Footwear Offerings That Should Please The Parents

OUR little folks shoe department is well provided with a most complete stock of misses' and children's shoes, marked at prices to you that we could not duplicate on today's shoe market. Our misses' and children's footwear represents some of America's most dependable makers of serviceable shoes—The Merriam shoe, The Aerobit Flexible shoe, E. C. Scuffler and many others. Every pair is sold under "The Popular's" guarantee of satisfactory wear, or a new pair.

—(Second Floor)

GROWN GIRLS' WHITE CANVAS LACE BOOTS—Sizes 2 1/2 to 6. The correct boot for summer wear. Specially priced for Children's Week, at a pair, **\$3.50**

E. C. SCUFFLER PLAY SHOES—This popular make of silk slip play shoe needs no introduction. Women know that they are the kind that will stand the test that their children put them to. Here are the prices: Misses' sizes, 12 1/2 to 2, at \$3.50; children's sizes, 8 1/2 to 11, at \$3.00; children's sizes, 5 1/2 to 8, at a pair, **\$2.50**

EXTRA SPECIAL IN GROWN GIRLS' PUMPS AND OXFORDS—Gum metal, patent leather, tan and white buckskins; sizes 2 1/2 to 6. Children's Week Special, a pair, at **\$1.95**

BARFOOT SANDALS—White canvas, tan and elk skin; all sizes from the children's size 5 to the misses size 2. Priced special, at a pair, **\$1.00**

BARFOOT SANDALS—In tan and elk skin; good wearing soles; sizes 2 1/2 to 8, at \$1.50; 8 1/2 to 11, at \$1.75; 11 1/2 to 2, at \$2.00; 2 1/2 to 7, at a pair, **\$2.50**

MISSES' AND CHILDREN'S WHITE LINEN PONY CUT BOOTS—Hand welt soles. Made by the Merriam Shoe Co. Misses' sizes, 11 1/2 to 2, at \$3.50; children's sizes, 8 1/2 to 11, at \$3.00; children's sizes, 5 1/2 to 8, at a pair, **\$2.50**

TAN RUSSIA CALF PUMPS—We have these from a child's size to the grown girl's size. Tans are stylish as well as the most serviceable shoe you can buy for your child. These pumps are made with an insole strap, which prevents slipping at the heel. With soles "A Merriam" make. Grown girls' sizes, 2 1/2 to 6, at \$5.00; misses' sizes, 11 1/2 to 2, at \$4.00; children's sizes, 8 1/2 to 11, at \$3.50; children's sizes, 5 1/2 to 8, at \$2.50; infants sizes, 2 1/2 to 5, at a pair, **\$1.85**

SPECIAL LOTS OF CHILDREN'S SHOES—In these times when mothers are trying to economize on their purchases, we offer you an opportunity to save money on your children's footwear. The lots below consist of odd and ends from our regular stock of shoes, pumps and oxfords. Patent leather, gum metal, tan, white or gray kid. Numerous styles from which to select. Note the prices below, they are irresistible:

Infants' Pumps; sizes 2 to 5, at 85c
Children's Shoes and Pumps; sizes 5 1/2 to 8, at a pair, \$1.25
Children's Shoes and Pumps; sizes 8 1/2 to 11, at a pair, \$1.45
Misses shoes, Pumps and Oxfords; sizes 11 1/2 to 2, at a pair, \$1.65

CHILDREN'S BLACK KID STRAP PUMPS—Trimmed with black kid leather bows. Priced as follows: Misses' sizes, 11 1/2 to 2, at \$3.00; children's sizes, 8 1/2 to 11, at \$2.50; children's sizes, 5 1/2 to 8, at \$2.00; infants sizes, 2 1/2 to 5, at a pair, **\$1.75**

OTHER MAKES IN BOYS' STURDY SHOES—Shown in either black or tan, priced according to size, at a pair, \$3.00 down to **\$3.00**

EXTRA SPECIAL IN BOYS' OXFORDS—During Children's Week we place on sale all slightly broken lines of boys' oxfords in black and tan calf. Custom or wide toe styles. Regular values \$2.25, \$4.00 and \$5.00. Children's Week, while they last, a pair, at **\$2.45**

LITTLE MEN'S OXFORDS—In patent calf, gum metal calf, and tan calf. Button or lace style. Special for Children's Week, a pair, at **\$1.95**

Supply The Boy's Summer Needs At Much Less Than The Present Market Price

MANLINESS of a sort that makes the little fellows thrill with pride is the keynote of "The Popular's" Boys' Store styles. And ECONOMY of a sort that wins the praise and trade of mothers is the keynote of "The Popular's" Boys' Shop service. No other store in the city can point to values in Boys' wear like these:

—(Fourth Floor)

BOYS' WOOLEN NORFOLK SUITS—Take advantage of our special offering of these suits as next fall they will be at least 50 percent higher.

BOYS' WOOLEN NORFOLK SUITS—Shown in gray, brown, and tan; made in up-to-date models, with lined knicker pants; sizes 6 to 15 years. Children's Week Special, a suit, at **\$4.95**

BOYS' NORFOLK SUITS—In wool of a light or medium weight; light or dark patterns; beautiful models and fine tailoring. Specially priced for Children's Week, at \$12.95, \$6.95, \$7.50 and **\$6.95**

BOYS' BLUE SERGE NORFOLK SUITS—Made of all wool navy serge; lined knickers; new french models; sizes 6 to 17 years. Children's Week Special, a suit, at **\$7.50**

BOYS' PANAMA CLOTH AND KOOL CLOTH SUITS—Unlined and washable; light or dark shades; sizes 7 to 17 years. Children's Week Special, a suit, at **\$3.95**

BOYS' GENUINE PALM BEACH AND HIGH GRADE KOOL CLOTH SUMMER SUITS—Unlined and washable. Shown in light or dark shades; well made french models; sizes 6 to 18 years. Children's Week Special, a suit, at **\$5.45**

BOYS' WASH SUITS—Sizes 2 to 8 years. This special lot consists of fast color middie or coat suits, with short sleeves. These are the Kaynes make. Extra special for Children's Week, a suit, at **85c**

BOYS' WASH SUITS—Middy and Coat styles. Made of chambray, percale, and madras; fast color; long or short sleeve styles; sizes 2 to 9 years. Children's Week Special, a suit, at **\$1.35**

BOYS' WASH SUITS—Norfolk Junior, middie and Oliver Twist styles; long or short sleeve models. Shown in white or colors. Unequaled values for Children's Week, at a suit, **\$1.65**

BOYS' INDESTRUCTIBLE KNICKERS—Made of a special guaranteed cloth; unlined. Regular \$1.50 value. Children's Week Special, a pair, at **95c**

Children's Underwear and Hosiery Underpriced

CHILDREN'S "CADET" HOSE—Cadet Hose at 10c a pair, is still the most economical hose on the market for growing boys and girls. Made of selected yarn, with linen spliced heel and toe, and double knee. Made specially long in the leg and fashioned to resist the wear and tear of vacation days. Light or heavy weight, in sizes from 5 to 11. The pair, at **40c**

CHILDREN'S SWISS RIBBED VESTS—Children's fine gauge, Swiss ribbed vests. Regulation Summer cut; neat tape run shoulder straps; sizes 2 to 16 years. Each, at **15c**

CHILDREN'S SEPARATE GARMENTS—Exceptionally fine gauge undershirts or pants, that are ideal for sea shore or mountain wear. Made high neck—long sleeve, high neck—wing sleeve, or low neck—no sleeve style vests. Pants come either tight or umbrella knee. Sizes 2 to 16 years. 3 for \$1.00, or a garment, at **35c**

CHILDREN'S HOSE—A value that will warrant the prudent mother to lay in a supply of hose. These come in either light or medium weight. Made fine gauge, yet sturdy. Some are factory rejects, yet these slight imperfections will not mar the appearance or wear. Shown in black only. Sizes 5 to 9 1/2. Limit 6 pair to a customer, at a pair, **19c**

CHILDREN'S SILK MILE SOX—Made with full fashioned cuff tops. Solid colors as well as white with contrasting color tops. An exceptionally attractive quality, that's fine gauge, slightly and durable. Children's Week Special, a pair, at **25c**

CHILDREN'S UNION SUITS—Summer weight knit union suits. Fine gauge cotton garments, cut low neck, no sleeve style, with either light or umbrella knees. Sizes 2 to 12 years. Priced at 2 for \$1.00, or each, at **35c**

—(First Floor)

From The Big Down-Stairs Store

BOYS' HOUSES—Made of percale, in neat striped effects and also in plain white madras; military collars; buttoned cuffs. Each, at **25c**

CHILDREN'S SUN BONNETS—Made of checked gingham, in pink and white and blue and white, with lace trimmed ruffles. Each, at 25c and **35c**

BOYS' HATS—Made of plique, duck and fancy plaid material. Colors are solid rose, blue and white. Also a small assortment of white straw. Choice, at **39c**

RIBBONS—A line of fancy warp printed taffeta ribbons, as well as tulle and satin. Plain wanted colors for hair bows. A yard, at **25c**

CHILDREN'S DRESSES—Made of gingham, in fancy stripes and plaids. Trimmed with contrasting materials. Sizes 2 to 8 years. Choice, at **49c**

CHILDREN'S DRESSES—All made of Amoskeag chambray, in plain colors of pink and blue; also fancy stripes, checks and plaids. These are quite the daintiest dresses we have shown this season. Sizes 2 to 6 years only. Choice, at **85c**

CHILDREN'S SOCKS—In white with fancy striped rolled tops; sizes 7 1/2 to 9 1/2. Flighty imperfect in weave. A pair, at **19c**

CHILDREN'S HOSE—A heavy ribbed hose, in a most serviceable quality; black or white; sizes 5 to 10 1/2; slightly imperfect. A pair, at **21c**

CHILDREN'S HOSE—A fine ribbed hose, in white only. Slightly imperfect. A pair, at **25c**